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Eliciting Unstated Requirements at Scale

KJ+ Training can itself be delivered virtually

Session 1

Introduce the KJ Method and describe the SEI¹s approach for using this method in a virtual (non face-to-face), distributed setting.

Session 2

Explain and practice KJ interviewing techniques, emphasizing the critical importance of capturing context information regarding good and bad extremes of experience. Provide examples of KJ report statements.

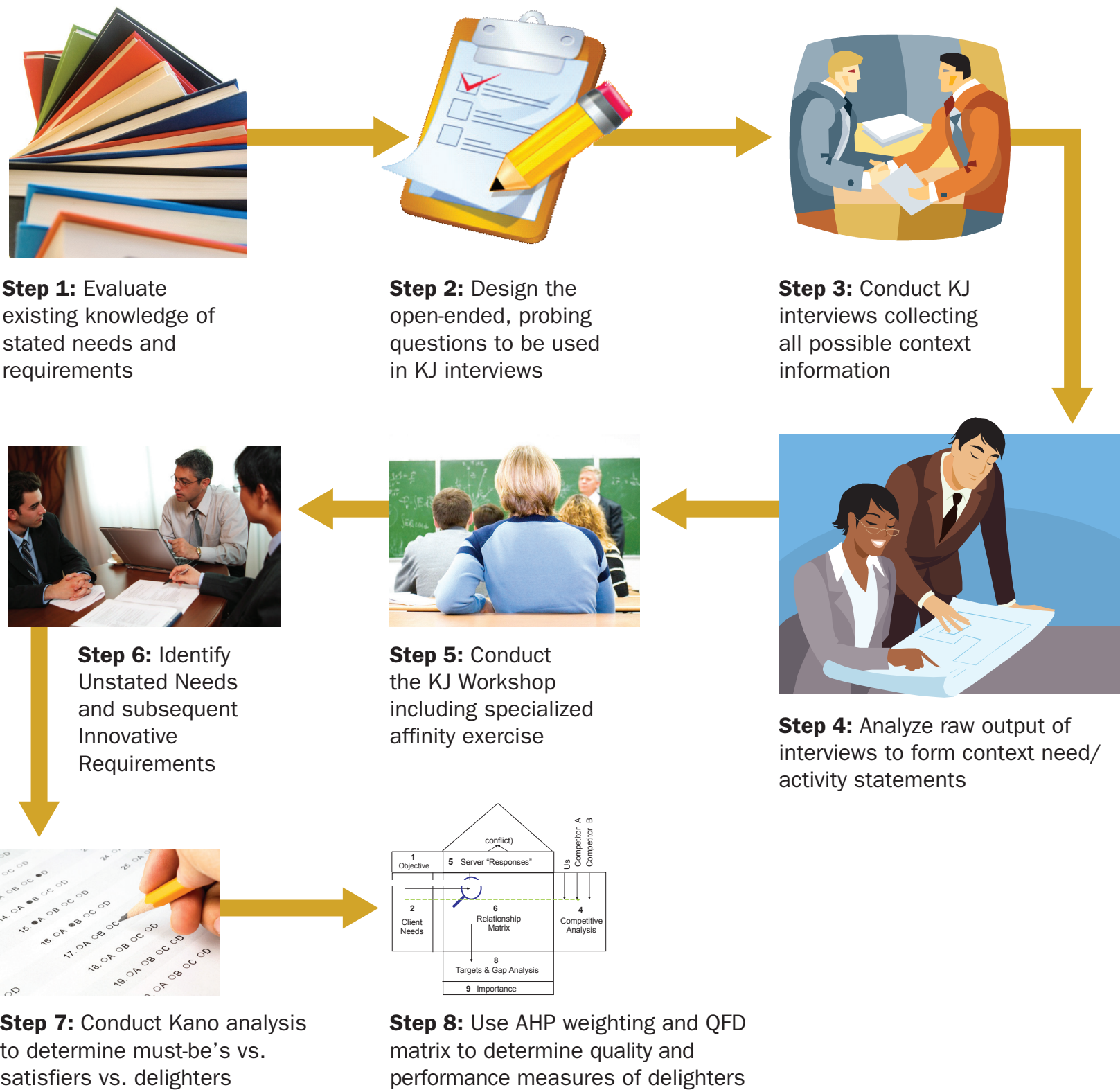
Session 3

Explain and practice KJ affinitization technique, emphasizing grouping by non-obvious themes of experience. Explain and provide examples of innovative solutions and unstated needs.

Session 4

Explain and practice Kano analysis.

Overview of SEI Approach



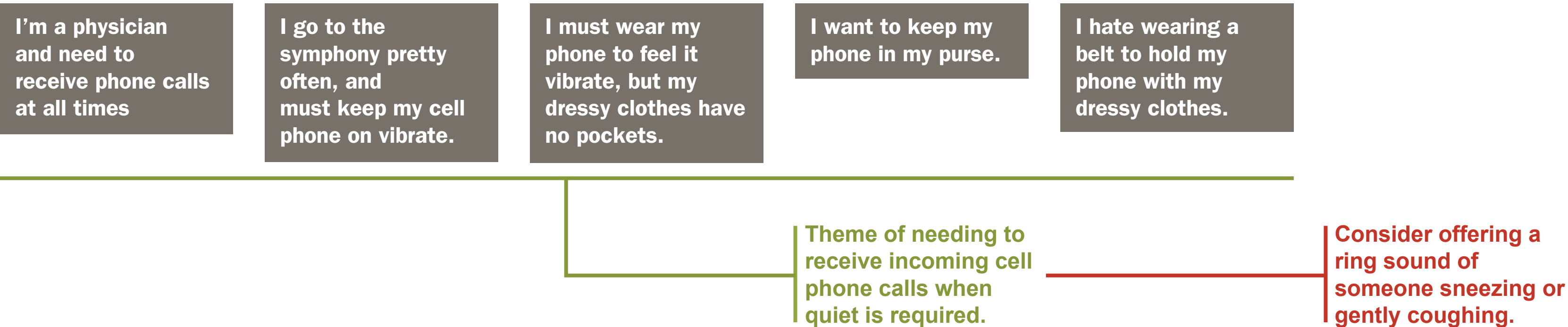
Example of Traditional Affinity Grouping (Hotel)

ID#	Traditional Interviewing Statement	Checkin/Checkout Affinity	Room Quality Affinity	Room Service
1	Clean Room		X	
2	Reliable Room Service Delivery			X
3	No-Hassle Check-In/Out	X		
4	Friendly Staff	X		X
5	Room Service Food Fresh & Hot			X
6	Don't Lose Reservation	X		
7	Room Service Available			X
8	Nice Towels		X	
9	New Bathroom		X	
10	Good Room Service Selection			X
11	Mini-Refrigerator in Room		X	
12	Attractive Furnishings		X	
13	Big TV		X	
14	Express Checkout	X		
15	Quiet Heater/Air Conditioning		X	
16	Non-Smoking Room Available	X		

Traditional Responses with Added KJ Contextual Data

ID#	Traditional Interviewing Statement with Added KJ Context from Probing
1	Prefer a Clean Room with a fresh smell to give my hotel stay a pleasant start
2	Expect Reliable Room Service Delivery so I don't have to keep calling on status
3	No-Hassle Check-In/Out helps me avoid tracking a lot of detail during a business trip
4	Friendly Staff pick up my spirits when I am tired on a business trip
5	If my Room Service Food is not fresh and hot, I have to spend time finding a local restaurant
6	Don't Lose Reservation is a message I don't want to hear because I do not have access to my travel agent
7	I like it when Room Service is Available because I can avoid worrying about logistics
8	Nice Towels put me in a good mood when I have to get up early in the morning
9	New Bathroom gives me a clean feeling and adds energy to my day
10	Good Room Service Selection keeps my stress level down and reduces anxiety about my diet
11	Mini-Refrigerator in Room gives me choices as I decide about food and snacks while working in my room
12	Attractive Furnishings put me in an energetic mood, enabling me to get more work done in my room
13	Big TV helps me see hotel area traffic, whether I am in bed or on the hotel room balcony
14	Express Checkout helps me a lot as I am forgetful about the time and logistics to check out
15	Quiet Heater/Air Conditioning enables me to think creatively on hard problems without distraction
16	Non-Smoking Room Available is a must or I will have a headache while trying to work in my room

Cell Phone Use Exercise



KJ Affinitization Resulting from Added KJ Contextual Data Hotel Example 1

ID#	Traditional Interviewing Statement	One theme of experience could be:
2	Expect Reliable Room Service Delivery so I don't have to keep calling on status	As a very busy traveler, I need help in looking up information, contacting remote agencies and tracking a lot of detail, without human assistance or delay.
3	No-Hassle Check-In/Out helps me avoid tracking a lot of detail during a business trip	
5	If my Room Service Food is not Fresh & Hot, I have I have to spend time finding a local restaurant	An innovative solution could be: A free application on a smart phone (or hotel issued device), which enables precise SIRI-like queries, and which also communicates with my TV and interactive displays throughout my room, balcony and other areas of the hotel, taking advantage of sensing my location.
6	Don't Lose Reservation is a message I don't want to hear because I do not have access to my travel agent	
7	I like it when Room Service is Available because I can avoid worrying about logistics	
13	Big TV helps me see hotel area traffic, whether I am in bed or on the hotel room balcony	
14	Express Checkout helps me a lot as I am forgetful about the time and logistics to check out	

Hotel Example 2

ID#	Traditional Interviewing Statement	One theme of experience could be:
1	Prefer a Clean Room with a fresh smell to give my hotel stay a pleasant start	I need to recover from a busy, stressful day and re-generate my entire being during my stay in the hotel.
4	Friendly Staff pick up my spirits when I am tired on a business trip	
7	I like it when Room Service is Available because I can avoid worrying about logistics	
8	Nice Towels put me in a good mood when I have to get up early in the morning	
9	New Bathroom gives me a clean feeling and adds energy to my day	
10	Good Room Service Selection keeps my stress level down and reduces anxiety about my diet	
11	Mini-Refrigerator in Room gives me choices as I decide about food and snacks while working in my room	An innovative solution could be: I need a complete, relaxing and rejuvenating experience during my presence in the hotel based on a strategic treatment of my five senses including sensors in my vicinity that can read and provide feedback when things are amiss.
12	Attractive Furnishings put me in an energetic mood, enabling me to get more work done in my room	
14	Express Checkout helps me a lot as I am forgetful about the time and logistics to check out	
15	Quiet Heater/Air Conditioning enables me to think creatively on hard problems without distraction	
16	Non-Smoking Room Available is a must or I will have a headache while trying to work in my room	

